

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release and Reassignment of Trademarks and Trademark Applications		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LaSalle Business Credit, LLC		05/10/2005	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Farmland Dairies LLC		
Street Address:	520 Main Avenue		
City:	Wallington		
State/Country:	NEW JERSEY		
Postal Code:	07057		
Entity Type:	Limited Liability Company:		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2199767	KINNETT	
Registration Number:	2768498	MATHIS DAIRY	
Serial Number:	76571647		
Registration Number:	1269403	PEELERS FARM FRESH	
Registration Number:	1268692	PEELERS	
Registration Number:	1268691	PEELERS	
Registration Number:	2224289	THE JUST RIGHT JUG	
CORRESPONDENCE DATA			
Fax Number:	(212)310-8007		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	doug.plante@weil.com		
Correspondent Name:	Weil, Gotshal & Manges c/o Doug Plante		
Address Line 1:	767 5th Avenue		
Address Line 4:	New York, NEW YORK 10153		

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TRADEMARK
REEL: 003088 FRAME: 0952

NAME OF SUBMITTER:	Doug Plante
Signature:	/Doug Plante/
Date:	05/20/2005
Total Attachments: 3 source=Farmland-Lasalle TM Rel#page1.tif source=Farmland-Lasalle TM Rel#page2.tif source=Farmland-Lasalle TM Rel#page3.tif	

RELEASE AND REASSIGNMENT OF
TRADEMARKS AND TRADEMARK APPLICATIONS

Reference is hereby made to that certain Trademark Security Agreement, dated as of April 13, 2005, executed by Farmland Dairies LLC, a Delaware limited liability corporation ("**Company**"), in favor of LaSalle Business Credit, LLC, as Agent ("**Lender**"), which was recorded in the United States Patent and Trademark Office on _____, at Reel _____, Frame _____ (the "**Security Agreement**") and pursuant to which the Company assigned and granted to Lender, a security interest in and to all of Company's right, title and interest in and to certain trademarks, including those trademarks specifically listed on Exhibit A attached hereto (the "**Marks**") and the goodwill associated therewith; and

WHEREAS, Lender wishes to release, retransfer and reassign to Company without reservation or condition, and with representation or warranty that it has not pledged, transferred, assigned, mortgaged, sold, assigned or otherwise encumbered the rights titles and interests in said Marks, Lender's entire right, title and interest in and to the Marks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Lender hereby

(i) releases, retransfers and reassigns to Company, without reservation or condition, and with representation and warranty that it has not pledged, transferred, assigned, mortgaged, sold, assigned or otherwise encumbered the rights, titles and interests in said Marks, all of Lender's entire right, title and interest in and to the Marks and all trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, logos, other business identifiers, prints and labels on which any of the foregoing have appeared or appear, all registrations and recordings thereof, and all applications (other than "intent to use" applications) in connection therewith, all renewals thereof, and all income, royalties, damages and payments now or hereafter due and/or payable under or with respect to any of the foregoing, including, without limitation, damages and payments for past, present and future infringements of any of the foregoing and the right to sue for past, present and future infringements of any of the foregoing; all rights corresponding to any of the foregoing throughout the world and the goodwill associated therewith; and

(ii) agrees to reasonably assist the Company, at no additional cost or fees to Lender, in releasing, recording, applying for, obtaining release of its security interest in and to said Marks with appropriate government authorities, including but not limited to the United States Patent and Trademark Office and any other local and state government authorities.

IN WITNESS WHEREOF, Lender has executed this Release and
Reassignment of Registered Trademarks and Trademark Applications as of this
10th day of May 2005

LASALLE BUSINESS CREDIT, LLC,
As Agent

By: _____

Name: _____

As its: _____

SIGNATURE PAGE TO TRADEMARK RELEASE

TRADEMARK
REEL: 003088 FRAME: 0955

Exhibit A

**LIST OF RELEASED MARKS
TRADEMARKS/SERVICEMARKS**

TRADEMARK	COUNTRY	OWNER	APPLICATION NO. / REGISTRATION NO.	APPLICATION DATE / REGISTRATION DATE	GOODS / SERVICES
KINNETT	US	Farmland Dairies LLC	Reg. # 2199767	Filed: Aug. 28, 1997 Reg: Oct.27,1998	House mark for ice creams, frozen confections, frozen yogurts, sherbets; house mark for milk.
MATHIS DAIRY	U.S.	Farmland Dairies LLC	App. # 75337920 Reg. # 2768498	Filed: Aug. 8, 1997 Reg: Sept. 30, 2003	Milk and dairy products excluding ice cream, ice milk, and frozen yogurt.
MOOZONE DESIGN	U.S.	Farmland Dairies LLC	App. # 76/571647	Filed: January 23, 2004	Dairy Product, excluding ice cream, ice milk and frozen yogurt; bakery goods, cookies and crackers.
PEELERS FARM FRESH & Design	U.S.	Farmland Dairies LLC	App. # 73370789 Reg. # 1269403	Filed: June 1, 1982 Reg: March 6, 1984	Dairy products, namely, whole milk, buttermilk, whipping cream, chocolate milk, skim milk, lowfat milk, cottage cheese, butter, egg nog; orange juice and fruit drinks containing water; Dairy products, namely, ice cream and ice milk.
PEELERS & Design	U.S.	Farmland Dairies LLC	App. # 73366848 Reg. # 1268692	Filed: May 27, 1982 Reg: Feb. 28, 1984	Dairy products, namely, whole milk, buttermilk, whipping cream, chocolate milk, skim milk, lowfat milk, cottage cheese, butter, egg nog; orange juice and fruit drinks containing water; ice cream, ice milk
PEELERS	U.S.	Farmland Dairies LLC	App. # 73366845 Reg. # 1268691	Filed: May 27, 1982 Reg: Feb. 28, 1984	Dairy products, namely, whole milk, buttermilk, whipping cream, chocolate milk, skim milk, lowfat milk, cottage cheese, butter, egg nog; orange juice, fruit drinks containing water;
THE JUST RIGHT JUG	U.S.	Farmland Dairies LLC	App. # 75424953 Reg. # 2224289	Filed: Jan. 28, 1998 Reg: Feb. 16, 1999	Containers for Dairy Products

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EXHIBIT A